40. (New) The appliance of claim 38, wherein the scent chip has a carrier with an arrangement of porous substances in or on which the scent substances are attached in the form of liquids, gels, or solid deposits.

41. (New) The appliance of claim 38, wherein the scent chip has a carrier with an arrangement of microtanks that hold the scent substances in liquid, gel, or gaseous form and that are covered by a protective layer.

42. (New) The appliance of claim 39, wherein a reagent is assigned to the scent substance storage locations in order to initiate a reaction, for example an exothermic reaction, under defined conditions.

43. (New) The appliance of claim 37, wherein in the appliance one element that can be controlled by the control unit and that is used to discharge scent substance is assigned to each scent substance storage location.

44. (New) The appliance of claim 43, wherein in the appliance one element that can be controlled by the control unit and that is used to discharge scent substance by thermal and/or electrochemical means is assigned to each scent substance storage location.

45. (New) The appliance of claim 38, wherein the scent chip has a carrier with an arrangement of microtanks that hold the scent substances in liquid, gel, or gaseous form and that are covered by a protective layer, one element that can be controlled by the control unit and that is used to discharge scent substance is assigned to each scent substance storage location, and one element that can be controlled by the control unit and that is used to break open the microtank is assigned to each scent substance storage location.

46. (New) The appliance of claim 39, wherein a reagent is assigned to the scent substance storage locations in order to initiate a reaction, for example an exothermic reaction, under defined conditions, one element that can be controlled by the control unit and that is used to discharge scent substance is assigned to each scent substance storage location, and one element that can be controlled by the control unit and that is used to

establish the defined conditions for the reagent is assigned to each scent substance storage location.

47. (New) The appliance of claims 1, wherein the scent substances are stored in liquid form in an aroma reservoir cartridge, and the discharge unit discharges the stored scent substances by mean of a micrometering pump.

48. (New) The appliance of claim 47, wherein a micrometering pump utilizing piezoelectric actuators is provided.

49. (New) The appliance of claim 47, wherein a micrometering pump utilizing thermal actuators is provided.

50. (New) The appliance of claim 1, wherein the scent substances are stored in liquid or gaseous form in the aroma store, and the discharge unit discharges gaseous aroma concentrate using a piezo valve controller.

51. (New) The appliance of claim 47, wherein the discharge unit has a device for atomizing and/or vaporizing the discharged scent substances.

52. (New) The appliance of claim 51, wherein the discharge unit has a mechanical atomizing nozzle.

53. (New) The appliance of claim 51, wherein the discharge unit is equipped with an ultrasonic atomizing device.

54. (New) The appliance of claim 51, wherein the discharge unit is equipped with an electrostatic atomizing device.

55. (New) The appliance of claim 51, wherein a microheating element for vaporizing the discharged scent substances is assigned to the discharge unit.

56. (New) The appliance of claim 51, wherein a microwave unit for vaporizing the discharged scent substances is assigned to the discharge unit.

57. (New) The appliance of claim 1, wherein a receiving module for external control by means of a signal-generating unit or timer unit is assigned to the control unit.

58. (New) The appliance of claim 1, characterized by a small blower to assist the upward movement of the discharged scent or aroma cloud that occurs due to natural convention (body heat).

59. (New) The appliance of claim 1, characterized by a heater to enhance the discharged scent or aroma cloud.

60. (New) An aroma store (scent chip) used in particular with an appliance to discharge scents as recited in claim 1, characterized by a carrier in or on which the scent substances are disposed in liquid, gel, gaseous or solid form.

61. (New) The aroma store (scent chip) of claim 60, characterized by an arrangement of porous substances in or on which the scent substances are attached in the form of a liquid, gel, or solid deposits.

62. (New) The aroma store (scent chip) of claim 61, characterized by a carrier in the form of a resin/plastic or cardboard sheet having an arrangement of depressions/holes holding the porous substances.

63. (New) The aroma store (scent chip) of claim 62, characterized by a metal or metal vapor-deposited plastic shell that insulates the porous substance from the carrier material.

64. (New) The aroma store (scent chip) of claim 63, characterized by an electrical insulating layer on the underside of the carrier sheet.

65. (New) The aroma store (scent chip) of claim 62, wherein the porous substances are embedded in a silicon on plastic resin compound.

66. (New) The aroma store (scent chip) of claim 61, wherein the scent substance-saturated porous substances are sealed on their upper side, for example by means of a wax.